

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research problems, purposes of the study, scope and limitation, research significance and definition of key terms.

1.1.Research Background

Speech is the process to induce the audience close to a specific agenda. Prominent speeches can persuade a massive number of people or put their faith in the speaker. According to John (2010) an influential speech always made a dissimilarity in history, introduced a new outlook to the entire country upon the matter. Therefore, the speeches not only delivers affirmative energy for the audiences but also create a great impact that can change the status quo in the country. In conclusion, the speeches content are meaningful and delivered with personal concerns and emotions.

Recapping the past powerful speeches done by powerful speaker; Martin Luther King, Jr a leader of African-American civil rights movement in 1955 who delivered a speech entitled “I have a dream”. This speech was powerful because of the insightful content about his declaration that all men including African-American as well as American would be pledge the prerogative of life without a sort of segregation, enslave, and contentment. Martin Luther King’s speech ultimately did become a reality. He has inspired layers of society that are suppressed because of their skin colors. At that time, African-American

were classified as minorities and they were being discriminated. For this cause, we can sum up that if the speech is prominent, the content is insightful, persuasive and deployed with charisma and dedication as well.

Currently, there are so many speech done by prominent people. Emma Watson for this case, her speech in United Nations under a special event for UN Women's *He for She* campaign in September 2014. Her speech revolves around gender equality in economy and education for women empowerment. Before she assigned and also honored as an UN Women's Ambassador, she was a famous actress and known to be a feminist. In actual fact, based on World Economic Forum in 2017, campaign on *He for She* had increased the number of women on their career up to 18% till 47%. *He for She* also has influenced Iceland to implement an equal pay which is applied to all companies and deleting pay gap for women. Consequently, Destiratri (2015) says regardless who the speaker is, as long as the speaker has prominent content to inscript, a good approach, the goals will be impactful and can change the current status quo.

Utterances are hard to define because linguistic is needed to dictate the elements. In order to deliver an impactful utterances, the pragmatics needs to be perceive by the meaning of each elements. According to Barron and Schneider (in Mariam, 2017), pragmatic is the ground to emphasize the basic of utterances. For that reason, the researcher decided to analyze how speech should be delivered in order to make it powerful and impactful for the listeners. In order

to know the strategies, the researcher took one of the most well-known and influential speaker in the recent 21st century.

Oprah Winfrey's speech was conducted 75th Golden Globes Award on January 7th 2018 was chosen as the research object. Firstly, this speech was delivered by Oprah Winfrey who was well-known as a talk show host, actress, and film producer. Secondly, this speech was delivered for Golden Globe Awarding Ceremony in Beverly Hills which was very occasional. The listeners were the prominent people and only certain people could delivered a speech here. Besides that, the speech delievered in this occasion was also live streamed through the official website and youtue channel of NBA. Thirdly, the topic of the speech was very exigent and courageous compared to other speeches that she had done previously. It was about empowering all women in the country to speak up and tell the truth about harrasment incident with the support of *Me too* movement. Her speech revolves about her awareness for all women especially for African-America that was afflicted by sexual violence and harrasment recently. Oprah Winfrey was reckon to be bold due to the topic which was less likely to be delivered in any awarding ceremony. Last but not least was the audience's responses. For a 9 minute speech, she could attain admiration on social media like twitter and it also drag a conjecture of a feasible presidential run in 2020.

There are previous researches regarding to pragmatic that were conducted by Laura (2014) and Destiratri (2015). Annisa Laura (2014) investigated the analysis of President William "Bill" Clinton and digs out there are 4 types of

illocutionary acts that are delivered. They are representatives, commissive, directives and expressives. In addition, Tika Destiratri (2015) analyzes Emma Watson's He for She, the result showed that all speech acts are seen inside of Emma Watson's speech. They are declaration, representative, commissive, directive and expressive.

Based on the explanation above, the researcher would like to investigate pragmatic analysis of Oprah Winfrey's "Your Truth is the Most Powerful Tool" speech. The researcher needs to analyze the speech acts and the classical rhetorics.

1.2. Research Problems

Based on the background of the study mentioned above, the research questions stated as follows:

1. What are the kinds of speech acts that can be observed in Oprah Winfrey's "Your Truth is the Most Powerful Tool" Speech?
2. What are the arrangement of classical rhetoric speech in the delivery of Oprah Winfrey's "Your Truth is the Most Powerful Tool" Globes Speech?

1.3. Research Purposes

The purposes of this present study are:

- 1) To identify and analyze the kinds of speech acts employed in Oprah Winfrey's "Your Truth is the Most Powerful Tool"
- 2) To find out the arrangement of classical rhetoric speech in the delivery of Oprah Winfrey's "Your Truth is the Most Powerful Tool".

1.4. Research Significances

The result of this study is expected to be useful for the following parties:

- 1) For English lecturers, hopefully, this research can give example of an effective speech.
- 2) For the students, through this research, they can know about pragmatics in dealing with the way a speech is effective.
- 3) Lastly, other researchers who are interested in conducting the research in the same field of study.

1.5. Scope and Limitation

The scope of the research presents Oprah Winfrey's speech to be used as the example of a good speech. Oprah's speech is then analyzed to find out the factors which make this speech great by analyzing the speech acts and classical rhetoric.

Oprah Winfrey's speech at the 75th Golden Globes Award which was conducted on January 7th 2018 and talks about "Your Truth is the Most Powerful Tool". It was published by NBC Youtube Channel. This study is limited to the transcribed video in a form of text only.

1.6 Definition of Key Terms

The following terms used in this thesis need to be defined to avoid misinterpretation. The terms are defined as follow:

1. "Pragmatic" refers to pragmatics as the study of how utterances have meanings in any conditions. (Barron and Schneider, 2017).
2. "Speech acts" is an action that are performed via utterances. (Yule, 1996)

3. Rhetoric speech is the strategic use of communication, oral or written, to achieve specifiable goals. (Crick, 2004)

